

Course descriptions

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COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-010/21		Course title: Algorithmic Thinking			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
18,75	25,0	18,75	0,0	18,75	18,75
Lecturers: doc. Galina Jasečková, CSc., Mgr. Juraj Grečnár					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-024/19		Course title: Audiovisual Production			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
7,69	53,85	15,38	7,69	7,69	7,69
Lecturers:					
Last change: 31.05.2019					
Approved by:					

STATE EXAM DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-040/19	Course title: Bachelor Thesis Defence
Number of credits: 12	
Educational level: I.	
State exam syllabus:	
Last change: 06.07.2022	
Approved by:	

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-020/21	Course title: Data and Information Visualization
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, the student prepares assignments that are evaluated. The subject exam is realized in the form of a test. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: The aim of the course is: <ul style="list-style-type: none"> • provide an overview and brief history of data and information visualization; • acquaint students with the key principles of design and methods of data and information visualization; • understand the basics of communication and harmonization of concepts that are necessary for the effective presentation of data and information; • provide an overview and create an initial level of competence in the use of several available software tools that can be used to visualize data and information; • identify, understand, analyze, prepare and present effective visualizations on various topics through their own projects. 	
Class syllabus: <ul style="list-style-type: none"> • What is data and information visualization and why is it important? • Visual perception • A brief history of data and information visualization • Design principles - pre-attentive attributes and thought systems • Basics of data visualization • Data quality • Graph types • Use of color in visualization • Dashboard Design • Design of typography and data visualization • Infographics • Interactive visualizations 	

Recommended literature:

TUFTE, E. Envisioning information. Graphics Press Cheshire, CT, USA ©1990. ISBN 0-9613921-1-8. TUFTE, E. The visual display of quantitative information. Graphics Press Cheshire, CT, USA ©1986. ISBN:0-9613921-0-X

Steve Wexler, Jeffrey Shaffer, Andy Cotgreave, The Big Book Dashboards: Visualizing Your Data Using Real-World Business Scenarios, Wiley (2017)

The Functional Art, Alberto Cairo, New Riders (2012)

The Truthful Art, Alberto Cairo, New Riders (2016)

The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures, Dona M. Wong, W. W. Norton & Company (2010)

Information Dashboard Design: Displaying Data for At-a-Glance Monitoring, Stephen Few, O'Reilly Media (2013)

Show Me the Numbers: Designing Tables and Graphs to Enlighten, Stephen Few, Analytics Press (2004)

Now You See It, Stephen Few, Analytics Press (2009)

Storytelling with Data, Cole Nussbaumer, Wiley (2015)

Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics, Nathan Yau, Wiley (2011)

Languages necessary to complete the course:**Notes:****Past grade distribution**

Total number of evaluated students: 14

A	B	C	D	E	FX
14,29	28,57	35,71	7,14	7,14	7,14

Lecturers: RNDr. Eva Capková, PhD.

Last change: 25.04.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-036/19		Course title: Field Practice			
Educational activities: Type of activities: training session Number of hours: per week: per level/semester: 5d Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 24					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Juraj Grečnár					
Last change:					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-011/21		Course title: Foundations of Information Science			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
43,75	12,5	12,5	6,25	12,5	12,5
Lecturers: doc. PhDr. Marcela Katuščáková, PhD.					
Last change: 27.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-012/21		Course title: Graphics Editors			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers:					
Last change: 06.07.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-015/21		Course title: History of Culture and Art			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 14					
A	B	C	D	E	FX
78,57	21,43	0,0	0,0	0,0	0,0
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-034/21		Course title: Human Resources Management			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 19					
A	B	C	D	E	FX
73,68	10,53	5,26	5,26	0,0	5,26
Lecturers: Mgr. Juraj Grečnár, Ing. Lukáš Vartiak, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-025/21		Course title: Information and Communication Technologies			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Juraj Grečnár					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-029/21	Course title: Information and Knowledge Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Creating an information product on a selected controversial topic from the position of an information professional (5 points), the visualization of a selected problem (5 points) and the presentation of a problem (5 points). Needed to get minimum 10 points. Written exam, necessary to obtain minimum 61%. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students will gain basic information in the field of information and knowledge society, as well as knowledge economy (KBE). They will learn to distinguish between the concepts of information and knowledge, as well as different typologies of knowledge. In this context, they will be introduced to information management and knowledge management and their main focus, trends and spaces in which they can move as information professionals.	
Class syllabus: Definition of information and knowledge from the aspect of humanities, information theory and cybernetics, economics and information science. Industrial, information and knowledge society. Knowledge and creative economy. Current trends and views on information management. Profession - information professional, position in the company, knowledge, competencies, possible names and international organizations of information professionals. Competitive intelligence as one of the areas of implementation of the information professional. Introductory contexts and theoretical background of social aspects of knowledge management. Knowledge management and intellectual capital of the company. The core of knowledge management - knowledge sharing and a culture that supports knowledge sharing.	
Recommended literature: doplnit'	
Languages necessary to complete the course:	
Notes:	

Past grade distribution					
Total number of evaluated students: 15					
A	B	C	D	E	FX
26,67	13,33	33,33	13,33	13,33	0,0
Lecturers: doc. PhDr. Marcela Katuščáková, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-026/19		Course title: Internet Marketing			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 29					
A	B	C	D	E	FX
86,21	10,34	0,0	3,45	0,0	0,0
Lecturers:					
Last change: 31.05.2019					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-013/21		Course title: Introduction into Mediamatics			
Educational activities: Type of activities: seminar / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 17					
A	B	C	D	E	FX
35,29	5,88	11,76	5,88	17,65	23,53
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-014/21		Course title: Introduction to Economics			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
0,0	12,5	37,5	31,25	12,5	6,25
Lecturers: prof. Ing. Milan Konvit, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-044/21		Course title: Introduction to Psychology			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
53,85	38,46	7,69	0,0	0,0	0,0
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-045/21		Course title: Introduction to Social Studies			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 15					
A	B	C	D	E	FX
13,33	46,67	6,67	0,0	26,67	6,67
Lecturers: RNDr. Eva Capková, PhD., doc. PaedDr. Pavol Parenička, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-028/21		Course title: Knowledge Organization			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
30,77	30,77	7,69	15,38	15,38	0,0
Lecturers: doc. PhDr. Marcela Katuščáková, PhD.					
Last change: 27.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-027/21		Course title: Language Culture			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
69,23	30,77	0,0	0,0	0,0	0,0
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-033/21		Course title: Legislative Aspects of Mediamatics			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements: continuously 20% + in the exam period 80% Scale of assessment (preliminary/final): 20/80					
Learning outcomes: To acquaint students with the legal aspects of media communication. To teach students understanding the meaning and spirit of the laws for the protection of intellectual property. To acquaint students with the principles of digital copyright management. To explain the principles of the open source movement. To point out the link information content - ethics - compliance with the law.					
Class syllabus: Selected paragraphs from the Commercial and Civil Code. Protection of intellectual property: copyright, trademark, industrial design, patent, know - how, alternative to copyright law - CC license, internet and law. Aesthetic awareness. Netiquette. Law and social networks. Citation label.					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
38,46	23,08	38,46	0,0	0,0	0,0
Lecturers: prof. Ing. Milan Konvit, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-021/21		Course title: Logics			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
12,5	12,5	18,75	6,25	31,25	18,75
Lecturers: doc. Galina Jasečková, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-016/21	Course title: Management
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation during classes, engaging in discussions and tasks in solving selected managerial problems and at least 61% rating in the exam.	
Learning outcomes: The aim of the course is to master the basic conceptual-categorical apparatus and to carry out practical training of social and managerial skills	
Class syllabus: Basics of company environment, manager's personality. Historical cross-section of management concepts. Managerial functions. Planning. Organising. Human Resources Management. Controlling. Decision-making process. Strategic cycle. Business communication. Quality management – history, personalities, TQM, ISO standards, quality audit.	
Recommended literature: BENNIS, W. G.: On Becoming a Leader. Basic Books, 2009. ISBN-10 0465014089, ISBN-13 978-0465014088. BLANCHARD, K., JOHNSON, S. M. D.: The New One Minute Manager. William Morrow, 2015. ASIN 0062367544. CARNEGIE, D.: How to Win Friends & Influence People. Pocket Books, 1998. ISBN-10 0671027034. ISBN-13 978-0671027032. COVEY, S. R.: The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. Simon & Schuster, 2013. ISBN-10 9781451639612, ISBN-13 978-1451639612. GOODWIN, D. K.: Team Of Rivals. Thorndike Press, 2012. ASIN B00BAR0IMC. HERSEY, P. – BLANCHARD, K.H. – JOHNSON, D.E.: Management of Organizational Behavior: Leading Human Resources. Prentice Hall; 8 th edition, 2000, 550 s. ISBN-10: 0130175986, ISBN-13: 978-0130175984. MARQUET, L. D., COVEY, S. R.: Turn the Ship Around!: A True Story of Turning Followers into Leaders. Portfolio, 2013. ISBN-10 1591846404, ISBN-13 978-1591846406. ROBBINS S.P., - COULTER, M.: Management. Prentice Hall; 8 edition , 2004, 640s. ISBN-10: 0131439944 ISBN-13: 978-0131439948.	

SINEK, S.: Leaders Eat Last: Why Some Teams Pull Together and Others Don't. Portfolio, 2017. ISBN-10 1591848016, ISBN-13 978-1591848011.
SLOAN, A.: My Years with General Motors. Currency, 1990. ISBN-10 0385042353, ISBN-13 978-0385042352.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 33

A	B	C	D	E	FX
54,55	6,06	6,06	9,09	15,15	9,09

Lecturers: Ing. Lukáš Vartiak, PhD.

Last change: 27.04.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-022/21	Course title: Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation during classes, at least 61% rating from the marketing plan and at least 61% rating in the exam.	
Learning outcomes: The aim of the course is to acquire theoretical knowledge and apply it practically in creating a marketing plan for a selected company.	
Class syllabus: Basics of marketing. Company environment from a marketing perspective. Marketing management. Research. Customer purchasing behaviour and its determining factors. Market segmentation. Competitive strategies. Marketing mix. Product policy. Pricing policy. Distribution policy. Marketing communication policy.	
Recommended literature: BECKWITH, H.: Selling the Invisible: A Field Guide to Modern Marketing. Grand Central Publishing, 2012. ISBN-10 0446672319, ISBN-13 978-0446672313. BLANCHARD, O.: Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Que Publishing, 2011. ISBN-10 0789747413, ISBN-13 978-0789747419. CIALDINI, R. B.: Influence: The Psychology of Persuasion, Revised Edition. Harper Business, 2006. ISBN-10 : 9780061241895. GODIN, S.: Permission Marketing: Turning Strangers into Friends and Friends into Customers. Simon & Schuster, 1999. ISBN-10 0684856360, ISBN-13 978-0684856360. HEATH, C., HEATH, D.: Made to Stick: Why Some Ideas Survive and Others Die. Random House, 2007. ISBN-10 1400064287, ISBN-13 978-1400064281. KOTLER, P.: Marketing Management. Prentice Hall; 12 th edition, 2005. ISBN-10: 0131457578, ISBN-13: 978-0131457577. KOTLER, P.: Principles of Marketing. Prentice Hall; 11 th edition, 2005. ISBN-10: 0131469185, ISBN-13: 978-0131469181 LINDSTROM, M.: Buyology: Truth and Lies About Why We Buy. Currency, 2010. ISBN-10 0385523890, ISBN-13 978-0385523899.	

PULIZZI, J.: Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less. McGraw-Hill Education, 2013. ISBN-10 0071819894, ISBN-13 978-0071819893.

RIES, A., TROUT, J., KOTLER, P.: Positioning: The Battle for Your Mind. McGraw-Hill Education, 2001. ISBN-10 0071373586, ISBN-13 978-0071373586.

ROSEN, E.: The Anatomy of Buzz : Creating Word-Of-Mouth Marketing. Profile Books Ltd, 2001. ISBN-10 1861976151, ISBN-13 978-1861976154.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 18

A	B	C	D	E	FX
72,22	16,67	11,11	0,0	0,0	0,0

Lecturers: Ing. Lukáš Vartiak, PhD.

Last change: 27.04.2021

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-041/19		Course title: Professional Practice 1			
Educational activities: Type of activities: fieldwork Number of hours: per week: per level/semester: 50s Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 30					
A	B	C	D	E	FX
93,33	0,0	0,0	0,0	3,33	3,33
Lecturers: RNDr. Eva Capková, PhD.					
Last change:					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-042/19		Course title: Professional Practice 2			
Educational activities: Type of activities: fieldwork Number of hours: per week: per level/semester: 50s Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 30					
A	B	C	D	E	FX
96,67	0,0	0,0	0,0	0,0	3,33
Lecturers: RNDr. Eva Capková, PhD.					
Last change:					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-043/19		Course title: Professional Practice 3			
Educational activities: Type of activities: fieldwork Number of hours: per week: per level/semester: 50s Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
87,5	0,0	0,0	0,0	0,0	12,5
Lecturers: RNDr. Eva Capková, PhD.					
Last change:					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-030/19		Course title: Project Management			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
75,0	12,5	0,0	0,0	12,5	0,0
Lecturers: Mgr. Juraj Grečnár, Ing. Lukáš Vartiak, PhD.					
Last change: 31.05.2019					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-023/21		Course title: Selected Chapters of Aesthetics			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 13					
A	B	C	D	E	FX
92,31	7,69	0,0	0,0	0,0	0,0
Lecturers: doc. PaedDr. Pavol Parenička, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-032/21		Course title: Selected Chapters of Rhetoric and Theory of Argumentation			
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 15					
A	B	C	D	E	FX
20,0	20,0	13,33	20,0	13,33	13,33
Lecturers: doc. Galina Jasečková, CSc.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-031/19		Course title: Seminar for Bachelor Thesis 1			
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 16					
A	B	C	D	E	FX
31,25	12,5	18,75	12,5	12,5	12,5
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 06.07.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-035/19		Course title: Seminar for Bachelor Thesis 2			
Educational activities: Type of activities: seminar Number of hours: per week: 4 per level/semester: 56 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 10					
A	B	C	D	E	FX
40,0	10,0	10,0	0,0	10,0	30,0
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 06.07.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Social and Economic Sciences	
Course ID: FSEV.ÚM/1-ÚM-019/21	Course title: Statistical Methods
Educational activities: Type of activities: lecture / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: The student can get a maximum of 100 points for the subject, while during the semester s/he can get 10 points for the elaboration of partial tests and for the active work. For the final test, which reflects the content of the course, the student can get a maximum of 90 points. The final evaluation is created by the sum of the achieved points, while the evaluation A corresponds from 93 to 100 points, the evaluation B: 85 to 92, the evaluation C: 77 to 84, the evaluation D: 69 to 76, the evaluation E: 61 to 68 points and in case the student gets less than 61 points his/her rating is FX. Scale of assessment (preliminary/final): 10/90	
Learning outcomes: The aim of the course is to master the basic concepts related to probability theory and mathematical statistics, which are needed to plan and evaluate empirical quantitative research. In addition to theoretical knowledge, the student will also gain skills in the use of statistical methods in selected statistical software.	
Class syllabus: Principles of data collection. Data types (numerical: continuous, discrete, categorical: nominal, ordinal). Basics of probability theory (conditional probability, binomial rule, random variable). Distribution of a random variable (normal, geometric, binomial, central limit theorem). Basics of statistical induction (point estimation, confidence intervals, basis of testing statistical hypotheses). Statistical induction for categorical data. Statistical induction for numerical data. Introduction to linear regression. Basics of two-dimensional sorting (contingency table, graph) and analysis of the dependence of two categorical variables.	
Recommended literature: Diez, M. D., Barr, D. Ch., Cetinkaya-Rundel, M., Dorazio, L. Advanced High School Statistics. CreateSpace Independent Publishing Platform 2014. ISBN 978-1500700683. Dostupné aj na: https://www.openintro.org/download.php?file=aps0&referrer=/stat/textbook.php . Diez, M. D., Barr, D. Ch., Cetinkaya-Rundel, M. OpenIntro Statistics. CreateSpace Independent Publishing Platform 2014. ISBN 978-1943450022. Dostupné aj na: https://www.openintro.org/stat/textbook.php .	

Languages necessary to complete the course:					
Notes:					
Past grade distribution					
Total number of evaluated students: 15					
A	B	C	D	E	FX
13,33	20,0	33,33	13,33	0,0	20,0
Lecturers: RNDr. Eva Capková, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-017/21		Course title: Theory of Communication			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 14					
A	B	C	D	E	FX
14,29	28,57	50,0	7,14	0,0	0,0
Lecturers: prof. Ing. Milan Konvit, PhD.					
Last change: 25.04.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-039/19		Course title: Videostreaming			
Educational activities: Type of activities: seminar Number of hours: per week: per level/semester: 26s Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
Lecturers:					
Last change:					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-037/19		Course title: Web Application Development 1			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 15					
A	B	C	D	E	FX
80,0	20,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Juraj Grečnár					
Last change: 28.04.2020					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-038/19		Course title: Web Application Development 2			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 9					
A	B	C	D	E	FX
55,56	22,22	22,22	0,0	0,0	0,0
Lecturers: Mgr. Juraj Grečnár					
Last change: 28.04.2020					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Social and Economic Sciences					
Course ID: FSEV.ÚM/1-ÚM-018/21		Course title: Web Development			
Educational activities: Type of activities: seminar / practicals Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 14					
A	B	C	D	E	FX
57,14	21,43	0,0	21,43	0,0	0,0
Lecturers: Mgr. Juraj Grečnár					
Last change: 25.04.2021					
Approved by:					